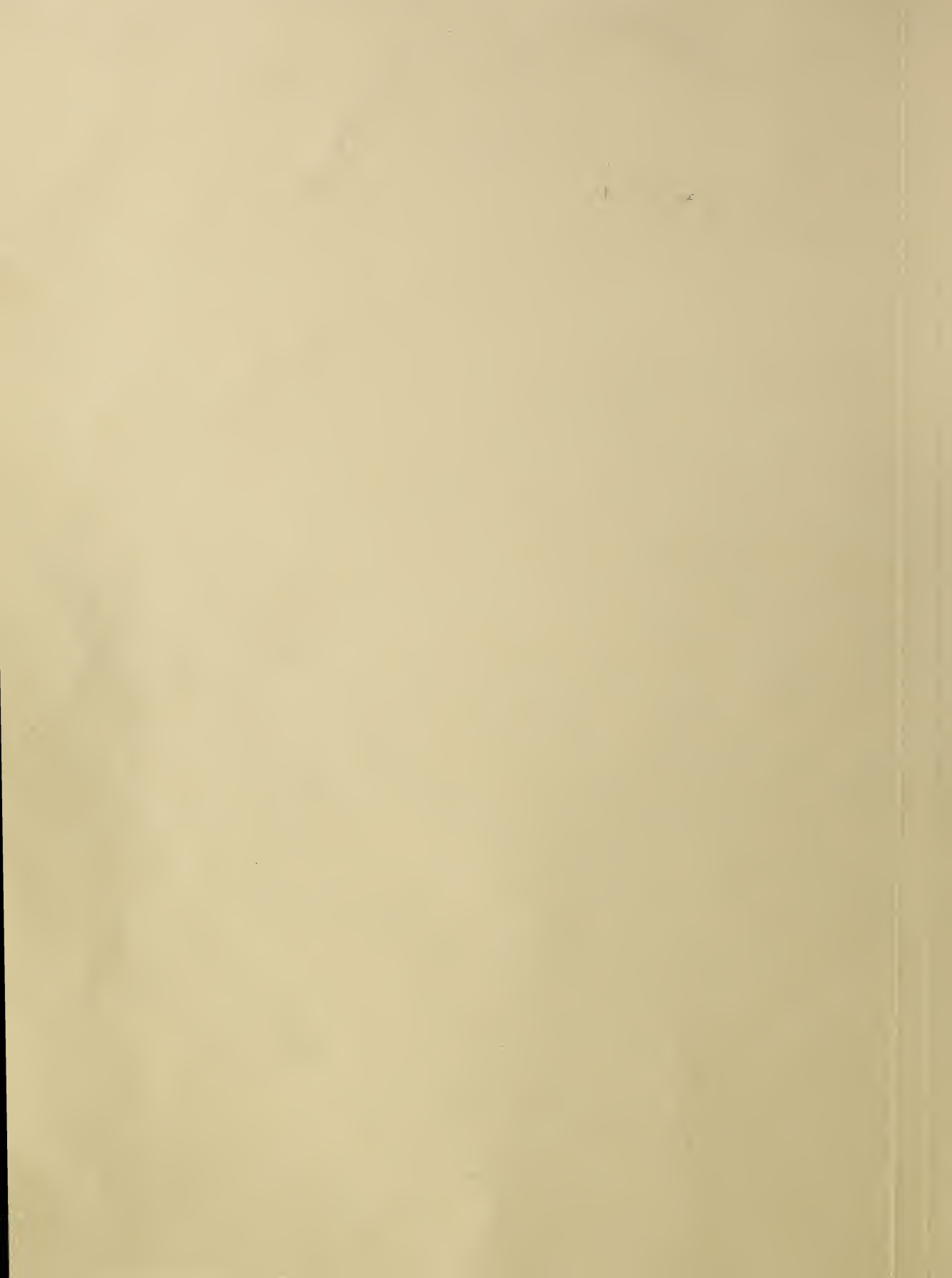


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EXTENSION SERVICE
Review

JULY 1951



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EXTENSION SERVICE
Review

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The Cover This Month

● Farm operators and members of their families make up the backbone of our agricultural labor force. The present manpower situation is described in this issue by Meredith C. Wilson in his article, *Best Use of Agricultural Manpower*. The cover picture taken by Extension Photographer Ed Hunton shows a New Hampshire farm girl helping to meet the labor shortage of World War II.

Next Month

● The success of the Illinois clothing specialist, Edna Gray, in training local leaders to teach mothers of young children precision techniques to speed up the sewing job came to the editor's attention in a casual conversation with Clothing Specialist Alice Linn. Miss Linn was enthusiastic about a film strip planned to record these methods for home demonstration workers in every State.

It seemed only fair for REVIEW readers to get a little preview of such a good activity, so Jessie Heathman of the Illinois information staff went along to report it. Echoes of the expedition indicate that she made a big contribution to the film strip project, as well as writing a story for next month's issue.

● A Minnesota home demonstration club member made a talk during Home Demonstration Week which really seemed to hit the nail on the head. Her fellow members liked it so well that they sent it into the State office. When Mrs. Jo Bjornson Nelson, Minnesota assistant editor, saw it she thought it such an excellent statement on what the home demonstration program can mean to rural women that she sent it in to the REVIEW office. The Federal home demonstration staff sent it back to the editor with a big "excellent" on it. Seldom has the value of home demonstration work been stated any better. We hope that you won't miss it next month.

● A look ahead at the extension program in farm buildings is scheduled for next month.

Home-Town Broadcasts



Grayson County Home Demonstration Agent Zelma Moore, plans with two members of the home demonstration council for the newer radio program each Friday, 12:30 to 1:00 p. m.

HOME DEMONSTRATION clubwomen in Texas are taking to the air waves. Like veteran broadcasters, they are planning their own radio programs, emceeing, and voicing over home-town stations.

Cameron County women go on the air each Tuesday afternoon at 1:45 with Mrs. Alma McGinnis leading. Each club takes its turn, sends material to Mrs. McGinnis who works up the 13-minute script for Station KGBS at Harlingen. Mrs. Ruth Smith, agent, works with them to get out special information during emergencies such as the spring freeze.

Nolan County home demonstration clubwomen are in their third year with their own program over Station KXOX. They had an evaluation session with their local station manager in January and are continuing the weekly program.

Grayson County in northeast Texas has a weekly recorded program each Friday morning for 10 minutes at 6:35 over Station KRVV and a 30-minute spot at 12:30 noon each Friday over Station KTAN. The 30 minutes is sponsored by the Merchants and Planters Bank of Sherman and is divided to give two home demonstration clubs each 12 minutes. There are 26 clubs in the

county, so each club has a fair share of experience in broadcasting before a year has passed. They come on the air with the announcer saying "Out Your Way" and give local personal news, then broaden into information on homemaking of interest to town and rural women.

Denton County clubwomen have recently started a new weekly program each Wednesday morning at 9:45 immediately following one of the daily 5-minute spots by Mrs. Myrtle Negy, home demonstration agent. Station manager met with the women to plan this program, and Mrs. Lucius Cox, council chairman, is announcer for each program.

Smith County home demonstration clubwomen take over the home demonstration agent's program during National Home Demonstration Week to display their talents. Mrs. Agnes Marrs, home agent, says they consider this week one of training in broadcasting, as well as opportunity to tell about home demonstration clubwomen's activities in skit form. Station KGKB, Tyler, carries this program each Saturday morning at 7 o'clock.

Atascosa County is beginning a home demonstration club program

but is waiting for a radio training school. Janice Scarborough, home demonstration agent, says the 11 clubs are eager to begin their broadcasts.

The editorial office offers help to the agents and the leaders through radio training schools. These are 1-day meetings where leaders from each club attend to study the program, their activities as clubwomen, and plan, record, and review short broadcasts.

The editor leads them to thinking of 5-minute presentations on different subjects, in various ways including actual demonstrations on the air. They have originated ways of their own and recorded the 5-minute spots without script. The play-back sessions are always interesting, and the women themselves criticize or comment on their presentation.

None of the established programs are alike, for the women plan with their station managers to fit the type of broadcasts preferred. In all instances the stations are small, and the managers encourage the women to remember they are broadcasting to home-town folks who like news of home-town folks.

- The Home Demonstration Council of Windsor County, Vt., wanted a sign for their homes similar to that available to 4-H Clubs. So they had the home demonstration seal made up in gold-and-blue metal strips which can be attached to window sills or license plates. They also ordered some decals for windows in either the home or car. Mrs. Dora Johnson, Norwich, Vt., chairman of the committee, reports that the Windsor County women are pleased with the result and are using the proceeds from the sale of emblems to establish a scholarship for a local girl.

Community Problems and the Extension Service

Report of a community study made in New York by A. Lee Coleman, Department of Rural Sociology, Kentucky Agricultural Experiment Station

DIRECTOR WILSON has defined the Extension Service as "a partnership agency in which the officials of government—Federal, State, and county—sit in council with rural people and together analyze local conditions, take stock of their resources, and make and help to carry out programs for the financial, educational, and social benefit of the community and its individual members."

A study carried out in a New York State community throws some light on how nearly we approach this situation. The study called *The People's View of the Extension Service in Relation to Extension Objectives and Problems* was a project of the Cornell University Agricultural Experiment Station, Department of Rural Sociology.

The community was entirely rural and not very close to any large towns or cities. Only a quarter of the households were headed by a person whose main occupation was farming. Another quarter of the households were those of part-time farmers and home food producers, and the remaining half were nonfarm. Of the 2,300 people in the community, about 450 lived in the central village, and the rest lived in the open country and a few small hamlets. The community had one industry employing about 160 persons, a large consolidated school, one one-room school, eight churches, and a number of stores and services. Some people worked in a small industrial village nearby, and quite a few commuted to an industrial center 25 miles away. Many people were retired or semi-retired. Almost 100 percent of the household heads and home-makers in the community were interviewed.

Most of these people were aware of the Extension Service, but only a minority could be classed as well informed. Most people regarded Extension as primarily having to do with technical matters of agriculture and home economics and thus of direct concern only to persons who operate in these fields. The community problems which were uppermost in the minds of the people of this community were not the problems on which the Extension Service has specialized, nor were they problems which the Extension Service is ordinarily equipped to handle.

These Problems Ranked High

Improvements in transportation and recreation were mentioned as community needs more often than any others. It was the men who most often mentioned roads and transportation, whereas the women listed recreation problems, especially those relating to recreation needs of young people.

Matters relating to schools and education, community spirit and leadership, business and industry, local governmental services, church and religion, community appearances and public utilities all ranked high as community problems.

Problems specifically concerning farming and homemaking matters were mentioned by only a negligible number. But two-thirds of the people felt that one or more changes or improvements of some kind were needed in their community.

Perhaps the principal significance of this study lies in the fact that it was carried out in a predominantly nonfarm but nevertheless

less rural area representative of the ever-increasing number of areas which are losing their predominantly agricultural character. The phenomenal increase in the rural nonfarm population during recent years is by no means just a matter of suburbs developing adjacent to large cities. Industrial workers have moved out into the open country and rural villages; farm people have taken industrial jobs while still living at the rural homestead, and the number of retired and pensioned people in rural areas has greatly increased.

The people recognized the importance of agricultural and homemaking improvement and of programs dealing with such matters. But when they were questioned about changes or improvements they felt were most needed in the community, problems relating to agriculture and homemaking were not often mentioned. Apparently, they were regarded more as individual problems whereas recreation, transportation, communication, education, and the other matters most often mentioned were more clearly recognized as communal problems which require group action.

This study focuses particular attention on the nonfarm people living in the open country who had had less contact with extension work than any other group in the community. In the community studied this group was, in most respects, less well-off than either the farmers or the villagers, having a lower level-of-living, less education, and more persons in the non-productive ages. This population

(Continued on page 127)



There's a Challenge in Marketing

DWIGHT BABBITT, County Agent, Hunterdon County, N. J., and former chairman of the Standing Committee on RMA for the National Association of County Agricultural Agents



Under RMA, agents work with producers, wholesalers, retailers and consumers.

HIGH on the list of new opportunities for greater service in the county are those offered under the Research and Marketing Act of 1946. The National Association of County Agricultural Agents early saw the challenge to broaden the scope of service given rural people. They noticed that the law assigned certain very definite responsibilities to Extension. In fact, the act read: "to the maximum extent practical . . . ; marketing, educational, and demonstrational work done hereunder in cooperation with the States shall be done in cooperation with the State Agricultural Extension Services." Three years ago they established a standing committee to study the act and advise how agents should participate.

The Smith-Lever Act, under which the Cooperative Extension Service was established years ago, charged the Service with the educational program in agriculture and home economics "to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics, and to encourage the application of the same."

So from the beginning, county agents have not considered themselves agents of agricultural production alone. They have done much of the educational work in the development of grades. City farmers' markets, indeed many of the national leading marketing cooperatives, owe their existence to the ground work done by county agents. The county agent programs now operating in most counties for the improvement of quality in eggs,

milk, fruit, and vegetables are top-notch marketing jobs.

These are the achievements of the past. The RMA opens up new fields. This act is concerned with steps from the producer on through the handler, the processor, and finally the ultimate consumer. It states that wherever an educational program is involved the Extension Service is responsible for such activity.

Funds are provided which must be matched dollar for dollar with local funds. This taps additional resources to expand the extension program. There are 2 million middlemen and 150 million consumers in 41 million families who are possible extension cooperators.

As Extension Service is given the opportunity to carry on educational programs for RMA, the National Association of County Agricultural Agents deemed it of importance to study the possibilities and acquaint the members with the act and the agents' part in the program.

This was no small undertaking. But in 3 years of committee work progress is evident. One objective has been the organization of an RMA committee in every State association to carry the information to every member and to promote more market-mindedness. Committee members have labored in order that significant marketing problems might be recognized and work started from the "grass roots" developing an educational program to meet the need with RMA support.

As the consumer is the ultimate objective of so much of the expenditure
(Continued on page 126)

Alongside Their Sons and Daughters

WILBUR F. PEASE, County 4-H Club Agent, Suffolk County, N. Y.

THE PARENTS of Suffolk County 4-H Club members are being put in their place—right alongside their sons and daughters. This is a welcome condition which does not “just happen,” nor does it come quickly. Rather, it is the result of persistently plugging away at a many-phased program designed to obtain active interest on the part of parents.

We call this our E R R program—Education, Responsibility, Recognition. Basically, it rests upon the philosophy that the best club work results when parents cooperate. Hence, parents are not only people but mighty important people in the 4-H program.

But no matter how great the parents' interest in their children, we work from a false premise if we assume that interest in their 4-H work naturally follows. Parental education in the purposes, methods, and values of club work must precede parental cooperation. We reach parents of new club members at the parent meetings which are held as an important step in the organization of new clubs. The color slides on 4-H which are shown at such meetings also are shown every few years at club meetings attended by parents. This helps reach parents of new members.

The written word is also used. Letters to parents are varied from year to year. A “welcome” letter to parents of new members has been used, stressing the opportunity parents have in helping with club work. A letter on “Success in 4-H” pointed out ways of marking achievement other than by the winning of awards. Progress as well as problems may be presented, new programs explained, help in specific ways requested. Although this method of “talking things over” may not be as effective as the real thing, it does help reach hundreds of folk more frequently than would otherwise be possible.

Farm and home visits can be most helpful in establishing mutually friendly and understanding relationships. The few extra minutes talking with parents are time well spent, even though it may be only pleasant conversation the first time. It lays the ground work for future opportunities to be real help in parent-child relationships or in other ways.

As parent-leader relationships are at least equally important as parent-agent ones, local leaders are encouraged to visit members' parents. Sometimes leader and agent make such visits together.

More than half of the local clubs now schedule a parents' meeting each year. An educational program is presented as well as entertainment. The history of the club and its achievements, exhibits of work done, and demonstration of skills learned are blended to present club work vividly.

A few clubs have one or more parents attend each meeting, using a rotating plan to reach as many

as possible. An increasing number of clubs are having parent-member meetings purely for fun—covered-dish suppers, mothers' teas, picnics, square dancing, father-son suppers, and beach parties. Homemaking girls often prepare and serve a meal to their mothers as part of a foods project.

It is good for parents and members to share good times as well as work. It pays dividends in the form of happier, easier, more helpful leadership.

Parents Accept Responsibility

Once a parent's interest has been captured, it can be channeled toward active cooperation by giving some responsibility. An increasing number of clubs are including parents on their program committee. Leaders report that often parents are not too articulate in giving ideas at the first planning meeting. But they are learning more about 4-H and are realizing they really are wanted.

Leaders who have tried this idea



Two mothers present their daughters with medals won in national contests awarded the girls as county champions.

for 2 or 3 years are most enthusiastic. Parents do give ideas and are pleased when one or more are accepted. Frequently this leads to helping occasionally with some teaching at meetings. This has resulted in active leadership in some instances.

At the county level at least one father is appointed to each agricultural project committee. Mothers are given opportunity to make suggestions regarding the county homemaking program. Also parents are given the responsibility for obtaining the leaders of a new club and for any new or additional leadership for an established club.

A more willing acceptance of such "chore" responsibilities as providing transportation, opening homes for meetings, furnishing refreshments, and the like, results from being given major responsibilities. Parents are human!

Parents Rate Recognition

Gestures of appreciation need not be big. They must be sincere. Parents' names are used in news items regarding successful members. How parents helped and encouraged their children is an important part of the item. It helps to give parents as well as leaders such recognition.

Personal letters are sent to parents of members receiving some honor. We congratulate them and thank them for help given. A letter of appreciation goes to parents who help in any special way.

Club members who are county winners of the national contest medals cherish them. Two years ago we brought parents into the picture in the presentation of these awards. They are invited to the club meeting and medals presented to the parents who in turn present them to the members.

Similar to this is our plan of honoring long-term members at the annual achievement meetings. Members completing 5 years or more are accompanied to the stage by their parents. To them are presented the achievement certificates and pins, the girls then receiving them from their mothers and the boys from their fathers. The county

key banker who presents these awards stresses the important part parents play in club work as well as the achievement of the members.

At the annual leaders' recognition dinner a mother and father representing all 4-H parents have presented some of the leadership certificates. By design they present them to the first- and second-year leaders. It is the newer leaders who most need to know that their work is appreciated. Parents are honored even as they in turn are honoring leaders.

Activating the Plan

What may be done at the local club level in obtaining parental cooperation is even more important than that at the county level. First, then, we, the agents, must have the positive philosophy that parents may become actively interested. This must be passed on to local leaders, plus help and encouragement to do something about it.

The task is not easy. It is a continuing task; for, just as there are always new parents necessitating a continuing parent program, so there are always new leaders with whom to work.

We have used a variety of methods in this work with leaders. Personal conferences have been reinforced by an illustrated talk at leaders meetings on obtaining parental cooperation. Some months later a panel of leaders reported on the success of things they had tried. Articles and pictures in our 4-H News have helped.

This year we are sending leaders a series of special letters. A Leaders' Exchange Corner is one of the features of this leader letter. From time to time we will present in the corner the reports of leaders on their parental cooperation efforts. We are convinced that results come more quickly when one leader tells another. It is much more effective than when an agent tells a leader, for it has become a workable fact not a fanciful theory.

Such a program takes time. Is it worth while?

The number of parents attending the achievement meetings exceeds

the total attendance of 6 years ago. An increasing number of parents are present at clothing revues, demonstration days, and other special activities. No longer do we have to keep our fingers crossed when an extension specialist travels 320 miles to attend a club member meeting. We know there will be a respectable attendance, due in part to the fact that more parents are helping with transportation.

A mother canceled vacation plans to be present at a mother-daughter tea. A father postponed a business trip to attend a father-son supper. Such actions are indications of increasing interest.

Best of all, more than one leader has said, in effect: "We finally tried that idea. It works. The parents had a great time." It's good to see pleased leaders, happier leaders because they know parents are not merely behind them but with them!

It is not 100-percent effective. All leaders have not yet been "sold." We feel they won't buck the tide forever. Even so it will be a continuing job. For agents and leaders this matter of working with parents may be summed up in: Patiently and persistently inform, use, and thank parents.

4-H'ers Boost Pasture Program

Almost every farmer in Calhoun County, Ala., was called on last month by a 4-H Club boy. The boys had a questionnaire aimed at finding out how many acres of pasture are located on each farm in the county.

These boys know that there cannot be much expansion of the cattle industry in their area until there is a good supply of winter and summer grazing crops located on every farm. When the survey is completed, the boys are planning to put on a campaign to get more grazing and feed crops produced in the county.

Tom Bass, assistant county agent in Calhoun, originated the idea and is handling the project through all of the clubs in the county.

THAT a serious shortage of farm labor will develop by the 1951 harvest, with the farm manpower situation becoming critical by 1952, seems inevitable at this writing (early June). What are the facts upon which this conclusion is based? How can the Cooperative Extension Service assist farmers and the Nation in utilizing the manpower available to agriculture to insure continued high level food and fiber production during the years just ahead?

The Size of the Problem

The 107 million more man-days of labor required for 1951 farm production (figure 1) is the equivalent of 535,000 workers employed 200 days each. To this number must be added the decrease of more than 400,000 in the 1950 farm labor force which has already taken place and the anticipated further drain of 250,000 from agriculture by the end of 1951 when authorized defense spending gets fully under way. Making allowance for the trend toward higher output per hour of agricultural labor, we arrive at a calculated net deficit in agricultural labor force by the end of 1951 in excess of 900,000 workers. This figure is larger than for any of the critical years of World War II.

The manpower problem of agriculture is, of course, but a segment of the total manpower situation incident to a nation with limited human resources checkmating the aggression of communist countries with a vastly greater numerical manpower supply. The superimposing of a larger military establishment and a huge defense produc-

tion program upon a record level civilian economy and civilian employment presents a problem more difficult of solution than in 1941, when some 4 to 5 million persons were unemployed in this country.

As indicated in figure 2, there are only about four ways to solve a bigger labor problem. These apply to agriculture and industry alike: (1) employ more workers; (2) each person work longer hours and more days; (3) substitute mechanical power for human labor; and (4) increase the output per man-hour of labor.

The number of men from agriculture going to the Armed Services, although significant, is small compared to the number of workers changing from agricultural to defense or other nonagricultural employment. The reason is, of course, largely economic—higher wage per hour worked—combined with more attractive working and living conditions (figure 3). The possibility of a net return of many workers to agricultural employment is slight indeed, and the pull of the non-agricultural magnet will undoubtedly grow stronger as the full impact of defense production upon civilian employment is reached several months hence. In the absence of drastic manpower controls the

prospect of meeting an appreciable part of agriculture's manpower requirements in late 1951 and in 1952 by increasing the number of persons employed on farms is discouraging.

Longer Hours—More Days?

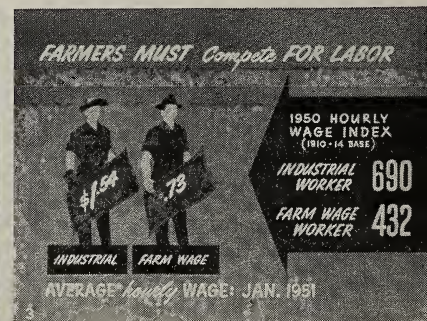
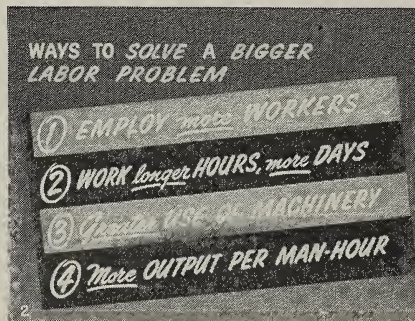
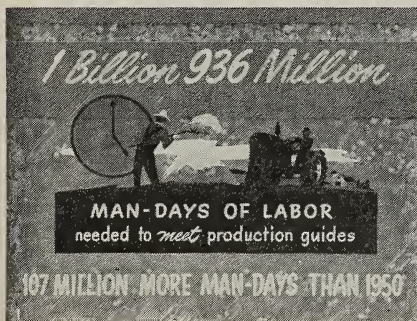
Farm operators, members of farm families, and a substantial proportion of hired farm workers are accustomed to long hours of work per day as critical farm jobs demand. Much worth while can and will be done by the Employment Services of the United States and the several States in extending the number of days of productive farm work performed by migrant and local seasonal workers. We must recognize, however, that such workers supply but 15 percent of the labor entering into agricultural production.

The Machinery Picture Is Bright

Compared to 10 years ago farms are better supplied with mechanical power and other equipment to replace manpower (figure 4). However, most of the substitution of machines for workers, indicated by the larger supply of power equipment available for 1951 farm production, was accounted for by reduced farm employment in 1950.

Best Use of Agricultural Manpower *Extension's Defense*

MEREDITH C. WILSON, Chief, Division of Field Studies



Assignment

Studies and Training

Greater dependence of agricultural production upon machines emphasizes the essentiality of the workers now on farms and the need for training a large number of farm replacements in the necessary skills.

Increased Output per Man-Hour

Human labor is the largest single "input" entering into farm "output." Best use of manpower resources is not only a must during a war emergency, it is also economically and socially sound in time of peace. During the current defense mobilization period manpower is a critical factor in national security. Acceleration of the long-time trend of higher production per unit of agricultural labor by as much as 5 percent would be equivalent to adding 500,000 new workers to the farm labor force.

Extension's experience with the farm labor supply program during World War II and labor utilization research of recent years demonstrate the potentialities of a broad-gauge aggressive program addressed largely to the operators of family-size farms and members of such families who constitute the backbone of our agricultural labor force and who perform 80 percent

of the labor entering into agricultural production.

According to the recent report of the President's Commission on Migratory Labor, "at the peak of the war effort in 1945, farm family workers were only 4 percent fewer than in 1940. In contrast, the number of hired workers declined sharply. Hired farm workers in 1945 were approximately half a million—almost 20 percent—below 1940. Yet, at this stage of the war emergency we were producing more crops and livestock than ever before."

Studies by the Bureau of Agricultural Economics indicate that output per man-hour of agricultural labor accelerated at the unprecedented rate of 3.6 percent per year between 1937-39 and 1944-46 (figure 5). That rate of increase has not been maintained since. The report, Migratory Labor in American Agriculture, states: "By using our work force less and less effectively each year since 1945, we have now arrived at a level of labor utilization approximately as low as that which prevailed in 1940."

The higher output per man-hour approach to increasing the effective farm labor supply is not an academic one. It was used successfully in World War II. It becomes a question then of developing the kind of best-use-of-labor program that fits the current defense situation.

Extension's Important Defense Assignment

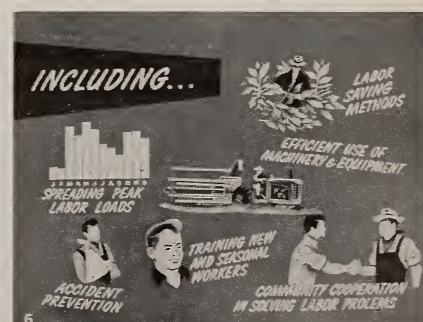
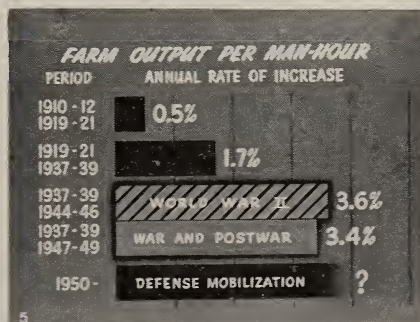
Secretary Brannan, in Memorandum No. 1283, makes a definite mobilization assignment to the Cooperative Extension Service of the

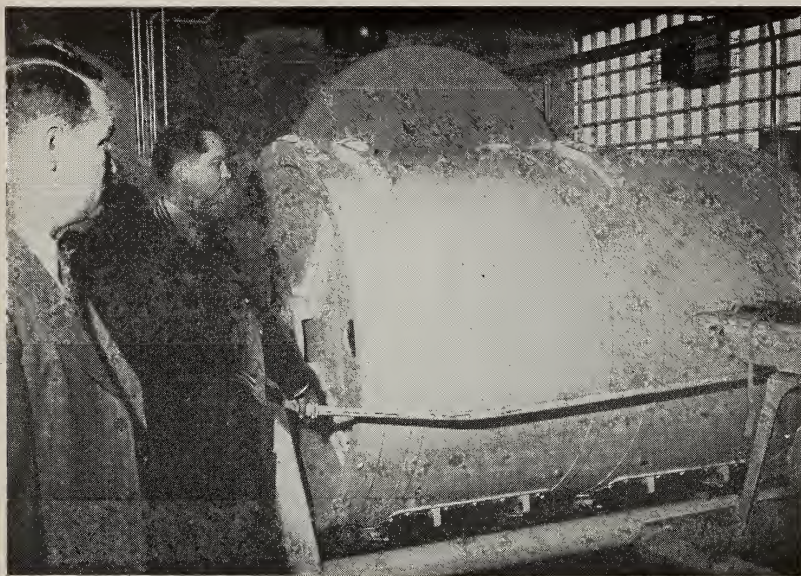
Department and the State agricultural colleges of responsibility for the aggressive promotion of a comprehensive educational program to improve the utilization of the labor available for the production, processing, and marketing of adequate supplies of agricultural commodities necessary to national defense and welfare. Certain specific areas of program activity are set forth (figure 6). This manpower responsibility is probably the most important mobilization assignment likely to come Extension's way during the defense period. It fits in with Extension's basic charter.

Getting Under Way

A few States have continued substantial aspects of farm labor educational activities conducted in World War II. A few other States have recently re-established a farm labor educational project. However, in most States extension emphasis on efficient utilization of farm labor ended with the termination of the Farm Labor Supply Program on December 31, 1947.

The organization and operation of an agricultural manpower use program of the scope outlined in Secretary's Memorandum No. 1283, and of sufficient size to effectively cope with the farm labor situation of the years just ahead, is no small task. Educational solutions to important problems are proverbially slow, particularly at the outset. This emphasizes the importance of an immediate beginning if a worthwhile extension farm manpower use program is to be in full operation by 1952.





County Agent Jay Hesser, Creek County, and Assistant Agent George Hull, Washington County, inspect the 1,000-pound capacity churn.

Study City Fluid Milk Market

Marketing tours were one of the recommendations of the last Extension Marketing Committee meeting. Oklahoma took action on this recommendation in two spring milk marketing tours—one in Oklahoma City and one in Tulsa. The latter is here described by A. W. Jacob, extension economist, marketing, Oklahoma.

THE TULSA, OKLA., milk industry was host to county and State extension workers in an educational tour which proved mutually helpful. Mr. Ernest K. Lowe, district agent, arranged the day's "laboratory" study and acted as chairman. A total of 38 State and county workers and men of the industry attended.

The full day's program started with a talk by Cy Dotson of Glencliff Creamery who spoke of the services and responsibilities of the milk processor in the assembling and distribution of fluid milk. He emphasized the important role of the modern milk distributor in delivering to the consumer quality products. The group asked many questions which he and Bruce Reynolds of Beatrice Creamery answered.

The next stop was Hawk's Dairy. Here, under the careful guidance of Walter Eppler, assistant manager, the group studied the receiving, processing, packaging, cooling, and distribution of fluid milk in a representative Tulsa milk plant. Mr. Eppler emphasized the efficient use of Class II milk in the market for making ice cream, novelties, sweet-

cream butter, powder, and condensed products.

The Pure Milk Association entertained the group for dinner. Charles Moore, manager of the Pure Milk Producers' Association, spoke on the Association's Program, emphasizing the role of this new bargaining association in improving market conditions. C. R. Young, a director of the association and a dairyman, supplemented Mr. Moore's remarks. W. M. Costello, U. S. D. A. Milk Marketing Administrator, reviewed the development of the milk order and its objectives. A milk order provides for Federal supervision of a fluid milk market by a market administrator and may be established by request, provided that two-thirds of the producers supplying a market approve. He explained important items on their monthly reports which are mailed to county agents, as well as the new amendments which deal with (1) higher Class I (milk used for bottling) price and (2) plan for establishing producer bases. These bases would be the amount of milk sold by each producer during the short-supply season in the fall, and he would be paid the Class I price

for only that amount of milk during the flush season (May and June). A lower price would be paid for milk in excess of the base. The purpose is to encourage uniform production throughout the year.

Charles Klemke, city milk inspector, traced the development of the Grade A milk program since 1930 when the U. S. Standard Ordinance was first adopted in the Tulsa market. His talk brought on many questions.

A. W. Jacob presented a few of the important changes in the market during the past 20 years. Most prices have risen in 20 years.

In 1931 about 225 farmers were producing and selling raw milk. Today 8 modern plants provide pasteurized milk and other dairy products desired by consumers. Grade A fluid milk is received from 760 dairy farms in surrounding counties. An important change in the last decade was made possible by electricity through the Rural Electrification Administration. Modern electric milk coolers make it possible to cool milk on the farm quickly and keep it cool until moved to market, resulting in higher-quality milk.

Do you know . . .

LILAH HEMBREE who has added new meaning to the word "cooperation" in Oldham County, Ky.

AN OUTSTANDING county in winning national and State honors in girls' 4-H Club work is Oldham County, Ky.

This seedbed for developing top-ranking 4-H Club girls has had 14 national and 60 State winners in the past 14 years, their fields of conquest including demonstrations, scholarship, dress revues, home economics projects, National 4-H Camps, and the *Courier-Journal* and *Times* contests. One club member was an International Farm Youth Exchange representative to France in the summer of 1950.

How can one relatively small county claim such a record? To many, the home demonstration agent, Lilah Hembree, is the answer, although she is quick to say: "The marvelous record of the girls is due to the local leaders, the willingness on the part of the girls to work and really 'make the best better,' and to the wonderful cooperation of the parents in providing good equipment with which to work, such as gas and electric stoves, sewing machines, and other pieces."

The community as a whole is given its fair share of credit, too, by this home agent. "Churches, schools, and business firms all cooperate to the fullest when it is for 4-H work."

When Lilah Hembree came to this northern Kentucky county as home demonstration agent in 1936, it had only two 4-H Clubs with a total membership of 10 girls. There was one adult leader. A recent check-up shows 12 clubs, 340 girls, and 40 adult leaders.

Homemakers' clubs had fared better, for 190 women were members of 11 clubs. "Here was potential and

trained leadership, due to the extension program begun in 1918," said Miss Hembree. At the present time, 19 homemakers' clubs have an enrollment of 450 women, 195 of them serving as officers or leaders in various organizations and projects, including 4-H work. "We never have trouble getting leaders," she stated.

Miss Hembree herself has been recognized as a leader on several occasions. Most recent was her election in Chicago last fall to the secretaryship of the National Association of Home Demonstration Agents for a term of 2 years, after filling out the unexpired term of 1 year in that office.

From 1949 to 1951, she was State president of the Kentucky Home Demonstration Agents Association. In 1947 she was given the District Service Award presented annually to two home agents in the State at the National Home Demonstration Agents' Association meeting. She is a member of the American Home Economics Association and Epsilon Sigma Phi.

When Miss Hembree enrolled as a freshman at Maryville College, Maryville, Tenn., she planned to have music as her major, with electives in home economics. But it was not long, she said, before she realized she could never major in anything but home economics. However, her father refused to let her drop music, and so she was graduated *cum laude* with degrees in both subjects. As a result, she has served her church in La Grange, Ky., as organist for 7 years.

Advanced study at George Peabody College, Nashville, Tenn., further prepared Miss Hembree for home economics teaching in Ten-



Lilah Hembree

nessee and Florida but it was not until she became a home demonstration agent in Oldham County, Ky., that she found her work completely satisfying.—Orinne Johnson, Assistant Extension Editor.

"Operation Cookie Jar"

One thousand Shiawassee County (Mich.) women in 61 home extension groups are providing 30,000 cookies for patients of the Saginaw Veterans' Hospital. Each week for the next 52 weeks two extension groups in the county will bake 50 dozen cookies to be sent to the institution.

The Shiawassee County Extension Office and the county Red Cross chapter office act as clearing house for the sweets. Cookies are packed at the county extension office each week and delivered to the hospital by the Red Cross.

Marian E. Hermance, county home demonstration agent, reports that the club members are enthusiastic over the project. The 50 dozen cookies a week will mean 3 apiece for the 200 patients at the hospital.

Each extension member uses her own recipes and does the baking in her own home.

This Library Speaks

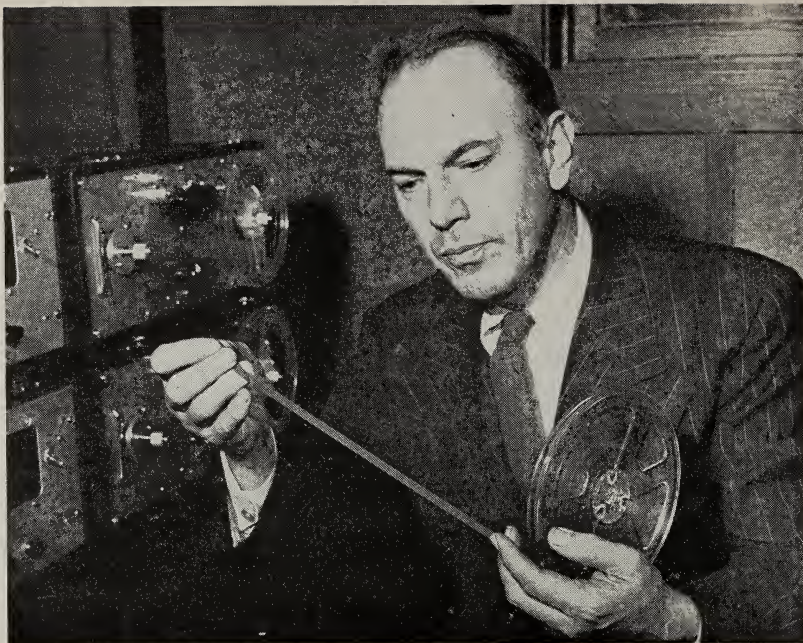
A LIBRARY which lends the voices as well as the words of leading authorities in many fields has been set up at Cornell University. The Cornell Tape Recording Center is one of the first in the country.

The center is operated by the radio services of Cornell's Department of Extension Teaching and Information under the supervision of Prof. L. W. Kaiser. A newly issued catalog lists about 450 titles which can be obtained by schools, extension workers, or interested community groups. The only requirement is that the person ordering a program furnish his own tape on which the program can be transcribed.

The idea isn't a new one, Kaiser says. There has been a demand for this type of service for a long time, but the disk recordings used have been expensive. Recording on a magnetized cellulose tape which can be erased and reused indefinitely has cut the cost. High quality, low cost recorders are now available and many groups already own or have access to one.

Recordings available at Cornell range from advice on home gardens to a program on radar contact with the moon, although agricultural and home economics topics predominate. They include material from many departments at Cornell and from the United States Office of Education. The Center is also an official repository for tape recordings from the Minnesota Department of Education which maintains a similar service for teachers.

"We aren't trying to build up an archive," Kaiser points out. "We plan to carry only those titles for which there is the most demand. As quickly as people stop requesting a pro-



Professor L. W. Kaiser, supervisor of the center, examines one of the tapes on which programs are recorded. More than 400 programs are available.

gram, we will replace it with something else."

Adding to the library is a continuous process. The main body of the recorded material is changeless factual information which will be supplemented as fast as new material is available. Recordings of speeches and events such as the recent Farm and Home Week will be included as long as they are timely.

All recordings are kept on master

tapes at the center. Persons wanting to use a recording send a tape along with their order. The material is recorded on the subscriber's own tape and this is returned to him. The master tapes never leave the center.

"Tape recording gives us a chance to overcome the objection that radio isn't permanent," says Professor Kaiser. "Now we can keep important programs on tape as long as people want to hear them."

• In South Carolina 17,951 Negro 4-H Club members are conducting demonstrations on their home farms through 584 4-H Clubs.

Of these club members, 1,345 attended Camp Daniels last summer. One hundred and twenty-seven learned principles of soil, water, and human conservation. One hundred and fifty-six learned to swim, and 356 boys and girls learned to care for and drive a tractor.

The work is under the supervision of Wayman Johnson, assistant State supervisor of Negro Agricultural Extension Work.

• The people of Whatcom County, Washington, are about to run the legs off—and breath out—of County Agent L. N. Friemann, in requests for him to tell about his work and experience with farm people in Germany, as a representative of the United States.

Mr. Friemann estimated that he has talked to audiences totaling 6,000 people and a good many thousand more through press and radio since he returned from 6 months abroad, where he worked directly with German farm families.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Conservation Farming Pays

Farming with special attention to hay, pasture, and livestock really pays off. And the payments get bigger year after year. Proof of this comes out of a recent study by the Soil Conservation Service in cooperation with the University of Illinois. The farms in one county were rated for their adoption of soil conservation practices. Then 20 pairs of matched farms, each with a high-score and a low-score farm, were compared on the basis of farm records covering 10 years. At the beginning of the period the high-score farms showed a net income advantage of only 75 cents an acre. By the middle of the 10-year period this advantage had increased to \$2.32 an acre. For the final years the figure had risen to \$5.08 an acre in increased net income. An advantage of 500 percent gained in 10 years speaks for itself. And—believe it or not—the differences between the two groups of farms are still getting wider.

"Cold Plate" Time

Midsummer is the time when housewives avoid the heat of the kitchen range by serving ready-to-eat cold cuts of meat, including many pork products such as bologna, liverwurst, and frankfurters. Since undercooked pork may contain the organism that causes the serious disease, trichinosis, our scientists recognized the importance of making sure these processed products were entirely safe. In recent tests, they examined more than 1,000 half-pound samples of these ready-to-eat meats to determine the effectiveness of processing procedures. No live trichinae were found in any of the samples. The evidence was conclusive that com-

mercial processing of ready-to-eat pork products is adequate to protect the public from the danger of trichinosis.

Females Preferred

Turkey hens usually sell at a higher price per pound than toms—not because they're hens but because they are smaller. Housewives find them better fitted to their family needs—and their ovens. The Beltsville Small White turkey was developed to meet the demand for a small turkey, but we still have the difference in size between the toms and the hens. Last season our turkey scientists compared the weights of the hens and toms in 37 families of Beltsville Small Whites in the breeding flock and found striking variations between families in the weights of male and female birds at market age. In all families the toms averaged bigger than the hens, but in some families they averaged much bigger. In one family the toms were more than twice as heavy as the hens. Since these differences in weight run in families, that means they are heritable. So in order to scale down the size of the toms and put them on a marketing par with the hens, turkey breeders should select breed-



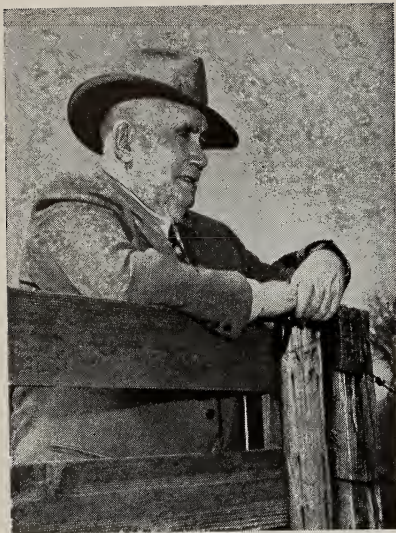
ing toms that have not developed an extreme difference in weight as compared with the hens. General practice in the past has been to select big, heavy toms for breeding.

For a Hot Summer Night

Another new food has recently come from the research laboratories—this time a chocolate-flavored milk dessert that should be particularly popular for summertime meals. Developed as a dry mix by our Western Research Laboratory, the nutritious dessert needs only the addition of cold water to make—no heating or cooking, requires only 2 minutes to mix, and in just 5 minutes is "jelled" and ready to serve. The ingredient that gives the dessert its jelled texture is low-methoxyl pectin—made from fruit pectin—which requires neither heat nor acid to "set" a mixture. The new mix, which is not yet on the market, was developed in the course of research for new and wider uses of byproducts of agricultural crops such as citrus fruit.

Curing with Gas

Gas heat to cure shade-grown tobacco, used as cigar wrappers, promises growers better quality with less work and less cost than curing with charcoal. In preliminary tests made by ARA in cooperation with the Connecticut and Georgia Experiment Stations, tobacco in a gas-fired barn averaged 43 cents more per pound in graded value than the charcoal-fired tobacco. This saving included 3 cents from the lower cost of gas as fuel and 40 cents from the better price for higher quality, apparently the result of better curing with gas. The use of gas also cuts down the labor. One man can handle four or five curing barns fired with gas.



● **WILLIAM BROWN CONNELL**, Pennsylvania livestock specialist who retired on June 30 after 33 years of service, was feted on June 18 at a livestock day in his honor on the college campus. The event was arranged by the State's livestock breeders, producers, and processors, with the cooperation of the college, to pay tribute to Connell's many years of outstanding service.

● An alumna of the Massachusetts home demonstration staff, Mrs. Esther Cooley Page was given special recognition by homemakers throughout the State during National Home Demonstration Week. Many letters were received paying tribute to her outstanding service during her 24 years of service. Mrs. Page resigned April 15 as extension clothing specialist and is living with her sister, Laura Cooley, in Berkeley, Calif. Miss Cooley is a district home demonstration agent supervisor for the California Extension Service.

Challenge in Marketing

(Continued from page 117)

diture of public funds, and as there are so many of them, it is natural that many educational programs should be aimed at the consumer. This, too, is the reason why the

committee aims to bring the home demonstration agent into the picture in joint projects.

The study has been brought to the attention of county agents at the annual conventions, and the reports have been printed in the official organ of the association. A leaflet for county agents is now in preparation by the committee under the chairmanship of the new chairman, M. E. Hill of Humphreys County, Miss.

About half of the State associations now have RMA committees. The national committee is continuing efforts to get the others organized and servicing the committees already organized.

To date, 44 States have 157 extension marketing projects covering the marketing of all agricultural commodities, consumer education, marketing information, processing, cooperative marketing, and retailer education. These involve more than half a million dollars of RMA funds matched with an equal volume of local funds.

One of the major problems is that of matching funds. State and county appropriating bodies are economy-minded and rightly so. They are not appropriating new funds even when the voters really want the services. In the case of many projects now under way the funds have come from private organizations, farmer co-ops, and private concerns in the trade. In one case a marketing tax has been imposed by the producers themselves on the marketing of their product in order to get matching funds.

Marketing projects are not so easy to organize as production projects. As they are broader in scope they are likely to cover several counties in a State or even more than one State. This means cooperation between a number of county agents. The county agent's biggest job is to show his people where RMA can help solve a marketing problem and help organize a program. The committee urges agents to consult their director and marketing specialist about the possibility of putting into effect a marketing program in their county or State.

● The Victor H. Ries Achievement Award, to be presented annually by the Ohio Association of Garden Clubs in honor of Ries who was one of the founders of the association, will be presented for the first time this year. The award, a set of garden books, will be given to Ohio's outstanding garden club.

Mr. Ries, extension floriculturist at Ohio State, has served as the association's secretary for 18 years; and, 20 years ago, he helped garden club representatives from various cities in the State to organize the association.

● **MARION BUTTERS**, State home economics leader who has guided the activities of New Jersey county home agents and State home economic specialists, retired on July 1. She has been one of the pioneers in extension work and has seen home demonstration work bring a richer life to countless rural and urban families. Miss Butters has encouraged rural women to broaden their horizons by taking an active part in community affairs and keeping aware of world developments.

Miss Butters first served in the State as home agent in Morris County. Shortly after, she was appointed State home demonstration leader. Before coming to New Jersey she taught at several New England schools and served on the home demonstration staffs in Connecticut and New Hampshire.



Marion Butters

Community Problems

(Continued from page 116)

group has been increasing in many areas.

In such areas, apparently, extension work is going to have to be changed to include more assistance on the problems and for the families mentioned if it is really to serve the new rural America as found in many counties today. The family approach and the community approach, rather than that of the individual man or woman, probably should be used more. Such areas would also appear to be a fertile field for 4-H Club work, but in this as well as in other extension programs the new situation would present a challenge to project planning.

THE WORLD'S FAVORITE RECIPES.

Harper & Bros., New York, 72 pages.

• This new cookbook of foreign recipes is now ready for distribution. In addition to foreign recipes, it turns out to have a page of American recipes, including Mrs. Truman's pancakes, Mrs. Barkley's fried chicken, and Senator Margaret Chase Smith's clam chowder.

Each delegation of the sixty member countries of the United Nations has contributed one, two, or three recipes as being the best and most representative of its country.

Books can be ordered either singly or in quantity from the National Citizens Committee for United Nations Day, 816 21st Street, N. W., Washington 6, D. C.

POULTRY HUSBANDRY. Dr. M. A. Jull. McGraw-Hill Book Co., New York.

• This text and reference book has been revised and a third edition issued. In its 526 pages county extension workers will find many answers to their local poultry problems.

The book discusses recent scientific developments in poultry production and marketing and applies this fundamental information to the various improved practices.—*H. L. Shrader, Extension Poultryman.*

Have you
read...



THE UNITED STATES OF AMERICA—ITS PEOPLE AND ITS HOMES.

An aid to understanding contemporary American life. A study folder prepared by a committee of the Country Women's Council of the U.S.A. as one of a series issued by the Associated Country Women of the World. 1950. 95 pp.

• With no advance publicity, this 95-page booklet made a modest debut in late 1950. The enthusiastic response to it from many different groups of people leads one to analyze the reasons for its immediate popularity.

Pictures on almost every page help to tell the story of the kind of people we are in these United States, the homes we live in, our schools, our food, our clothes, and the songs we sing.

This book, one of a series of Study Folders describing life in various countries, is circulated by the A.C.W.W. This one, however, is the first to be prepared by a nation's own countrywomen working through a committee appointed by the Country Women's Council, U.S.A. Although it is designed primarily for people from other countries who may wish to learn about us, native sons and daughters will also be thrilled by this story which describes so enchantingly the land we love. Thirty pages are devoted to "A Commentary on the History of the United States." Throughout this brief colorful summary one is conscious of the emphasis on the democratic principles that have made America great.

Many home demonstration clubs and other groups of women have purchased the book to give to women's groups in other lands to promote friendship. Foreign students are taking copies of the book with them when they return home. Our people who are visiting other coun-

tries are taking the books to give to new friends there, using it as a thank-you gift for hospitality extended to them. The State Department is buying 5,000 copies for foreign visitors. The publication won a "Medal of Honor for significant work in building a better understanding of the American Way of Life" given by the Freedom Foundation of America.

This booklet is available from five regional distribution centers. Rural women are designated by the Country Women's Council to sell these books.

Miss Laura Lane, associate editor of the Country Gentleman and formerly extension editor in Texas, was chairman of the committee which produced the book.—*Florance L. Hall, field agent, home demonstration work, Northeastern States.*

MILK AND MILK PRODUCTS. C. H.

Eckles, W. B. Combs, and Harold Macy. Fourth edition. McGraw-Hill Book Co., Inc., New York, N. Y. 1951. 454 pp.

• This famous book, now in its fourth edition, contains a wealth of information that can be useful to county agents and home demonstration agents. Details of the Babcock butterfat test and an explanation of why milk tests vary are sufficient reasons for it to be in the reference library. Chapters on the constituents of milk and the factors influencing the composition of milk can give valuable aid to home agents in planning a sound nutrition program.

The authors thoroughly cover the field of milk and milk products, the information is authoritative, and is presented in a readable and easily understood manner.—*W. E. Wintermeyer, Dairy Husbandman, USDA.*

It Could BE YOU



Courtesy of
National Safety
Council, Chicago

If you are an average extension agent, you will drive about
10,000 "official" miles this year.

A survey shows that extension agents generally are among
the safest of drivers.

*But more extension workers are injured in traffic accidents than in any
other type of accident.*